

WELLPARK

VISITORS GUIDE



WELCOME TAE WELLPARK!

The fictional Scottish town that took a modest media budget and delivered fantastic results for Scotland's favourite lager with an innovative, digitally-led media strategy.

WHAT'S THE PROBLEM?

Tennent's Lager is at the Heart of Scotland's culture: from T in the Park to the Wellpark Brewery in the heart of Glasgow, the brand is iconic and familiar to the young men of Scotland. The number 1 alcohol brand by every measure and listed in 80% of Scottish pubs, bars and clubs.

BUT...

In an increasingly competitive and ever changing drinks market, Tennent's faces a huge challenge to stay relevant to its core 18-24 male Scottish target, an audience for whom great content is always at their fingertips and for whom adblocking and skipping is the norm.

So we needed something different. An integrated campaign designed entirely for the content and context of each channel it appears in. With a media strategy that gets them to embrace and share the campaign.



WHAT'S THE BRIEF?

The brief was to reinvigorate the brand amongst the core target audience of 18-24 males in Scotland. To make them feel that Tennent's is a lager **'DRUNK BY PEOPLE LIKE ME'**.

The key performance indicators would be measured across 4 waves of target audience research (targets against people aware of campaign in brackets):

SALIENCE

Heard good things about Tennent's recently
(Increase to 29% from a pre-campaign benchmark of 23%)

BUZZ

(Increase to 22% from 16% benchmark)

CONSIDERATION

(Increase to 40% from 33% benchmark)

CLAIMED LAST 7 DAYS CONSUMPTION

(Increase to 43% from 36% benchmark)

DRUNK BY PEOPLE LIKE ME

(Increase to 58% from 50% benchmark)



WHAT'S THE BUDGET?

TOTAL PAID MEDIA AND SOCIAL BUDGET **£200,000**

BUDGET ALLOCATED TO SOCIAL AND ONLINE VIDEO **£60,000**

PRODUCTION & PR **£200,000**



WE NEED TO STOP
INTERRUPTING WHAT PEOPLE
ARE INTERESTED IN & BE WHAT
PEOPLE ARE INTERESTED IN

Craig Davis

SO WHAT IS WELLPARK?

A radically different content-driven video campaign made up of 35 animated sketches that ran across Facebook, YouTube, the LadBible, Programmatic Video, Broadcaster VOD, Cinema and TV for less than the cost of producing a single traditional TV ad. A truly modern communications campaign that engaged young Scottish men with more than just views.

Wellpark layered pieces of quality, contextually-relevant content across multiple channels to tell a story and change consumer perceptions and behaviour.



WHAT WERE THE KEY INSIGHTS?

GREAT MEDIA PLANNING IS DRIVEN BY INSIGHT. THE THREE KEY INSIGHTS THAT DROVE THE WELLPARK STRATEGY WERE:

1. 18-24s inhabit an on-demand, ad-blocked world, where they choose to consume content, rather than ads.
2. Advocacy with young men is driven by discovery. They have to discover something for themselves or through the most trusted sources, not see it on the telly while watching Corrie with their mum!
3. 80% of content shares are driven by just 20% of sharers



WHAT WAS THE MEDIA STRATEGY?

ENABLING DISCOVERY: CREATING A COMMUNITY OF FANS WHO WATCH, SHARE, DISCUSS AND LOVE WELLPARK BUT FIRST... DISCOVER IT. THIS DISCOVERY WOULD BE IN 3 STAGES:

1. NATIVE DISCOVERY

Giving Tennent's superfans the chance to see it and share it first. Getting it in front of the heavy social sharers (the 20%). Teasing it in the offline world. Choosing the right partners for credible discovery.

2. SPONSORED DISCOVERY

Driving mass reach across paid social video channels. Reaching all 18-24 men on social.

3. MASS DISCOVERY

Only when the above two stages are complete, using mass "old media" to drive up reach in relevant context and ensure some visibility beyond our core target.



HOW WAS THE STRATEGY EXECUTED?

THE SOCIAL DIFFUSION GRAPH IS FASTER THAN EVER BEFORE; WITHIN 3 OR 4 DAYS A PIECE OF CONTENT WILL LIKELY HAVE HAD 50%+ OF TOTAL SHARES. THIS AUDIENCE MOVES ON FAST, SO OUR MEDIA PLAN WOULD EXECUTE THE THREE DISCOVERY PHASES OVER LESS THAN 2 WEEKS, REFLECTING THE SHORT LIFE CYCLE OF ONLINE CONTENT.

The media selection was video led, with Street-art the only non-video media type used. By Discovery stage, we used ...



NATIVE DISCOVERY

TARGETING EARLY CONTENT ADOPTERS



PR targeted influencers on Twitter & Facebook who shared the videos. Street art in Glasgow & Edinburgh teased the characters in the right urban locations. Video content was shared with existing Tennent's fans on owned social channels.

Native ads ran across the web using Content Click's native delivery platform. Every Scottish visitor to the LadBible website was served an integrated site-skin with an embedded Wellpark video, changing every few days to display new content, using the LadBible's unmatched affinity with 18-24 men and ability to create social buzz around a video.



SPONSORED DISCOVERY



The sponsored discovery phase kicked in 4 days into the campaign as buzz on Tennent's owned channels started to build. Paid video ads ran on Facebook, YouTube and Twitter as well as a tight group of relevant sites accessed programmatically. These 34 sites were chosen for their contextual relevance and included some of the sport and lifestyle sites shown below.



theguardian



THE
FOOTBALL
RAMBLE®

THE
HUFFINGTON
POST



MASS DISCOVERY

IN THE MASS DISCOVERY PHASE, THE CAMPAIGN RAN ON CINEMA WITH ADS TAILORED TO THE FILMS THEY WERE RUNNING IN. SO A MAD MAX CREATIVE RAN BEFORE THE MAD MAX FILM, AND A TALKING TEDDY BEAR AD RAN IN THE GOLD SPOT BEFORE TED 2 (THE FIRST TIME A SCOTLAND-ONLY ADVERTISER HAD EVER SECURED A GOLD SPOT)



Garry Smith Seen this today before the film, quality.

Like · Reply · 2 · May 15 at 10:41pm



Letitia Creaney 🤔🤔🤔🤔🤔🤔

Like · Reply · 1 · May 15 at 8:20pm



Connor Baillie Dan Kerr sounds like Ryan 🤔

Like · Reply · 1 · May 16 at 9:07pm

THE CAMPAIGN WAS ALSO EXTENDED TO TV WITH A HIGH PROFILE 60" LAUNCH SPOT DURING THE CHAMPIONS LEAGUE FINAL. THIS WAS SUPPORTED BY A SERIES OF TV ADS CREATED SPECIFICALLY TO BE CONTEXTUALLY RELEVANT TO SHOWS LOVED BY OUR AUDIENCE:

- Champions League Final: Security guy football video with a nod to the finalists in the closing frame
- C4's Gadget Show: AyeWatch ad shows off Wellpark's latest tech product
- 8 Out of 10 Cats Does Countdown: The Square Sausage discusses conundrums
- Big Brother: Bobby & Paul discuss the 'celebrities' in the BB household
- C5 Cricket Highlights: Bobby & Paul provide a uniquely Scottish (mis)understanding of Cricket.

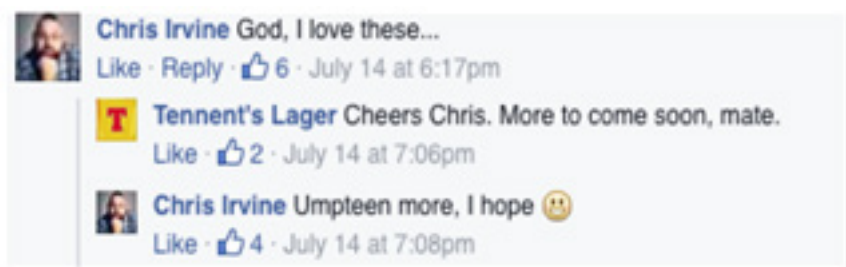
- Scotland V Republic of Ireland Euro Qualifier (Sky): a rousing half time speech from the head honcho of the Tartan Army to inspire the troops. Scotland were one down at half time but struck back for a vital draw.

We can't prove our Wellpark ad made the difference but we're pretty confident it did!

ADS WERE SIMULTANEOUSLY LAUNCHED ON SOCIAL CHANNELS ALLOWING THE AUDIENCE TO COMMENT AND SHARE. ADS CONTINUED ON SOCIAL, ONLINE VIDEO, TV, CINEMA & VOD CHANNELS UNTIL THE END OF THE CAMPAIGN.

All 3 phases happened in less than 2 weeks, reflecting the short life cycle of online content.

Over the course of the 10 week amplified campaign new content was released at the rate of 2 or 3 videos per week to maintain saliency and buzz. Wellpark was an energetic campaign that never stood still and kept the audience looking for more.



Reactive ads were also released depending on what was happening in the news. When the Fifa Scandal broke and executives were arrested in Zurich over breakfast, The Wellpark team had a video ad live on Facebook at 3pm that afternoon. This was only possible by having our account manager working in the same office as the digital creative agency and liaising closely with the client.



THE RESULTS

WELLPARK CONNECTED WITH YOUNG SCOTTISH MEN LIKE NO CAMPAIGN BEFORE IT. IT CREATED GENUINE SOCIAL BUZZ AND SMASHED ENGAGEMENT BENCHMARKS FOR EVERY PLATFORM. SOME OF THE NUMBERS:

- 80%+ reach of 18-24 men at 13 OTS with paid videos
- 3.78million video views across all online media, an enormous figure when the target audience size of 232,000 is considered.
- An additional 3 million views on Cinema and TV delivered the scale.
- Thousands of comments, likes and shares; Newspaper articles, blogs and rants.

FACEBOOK alone generated over 1.7 million video views with an average engagement rate of 0.89%

- Likes: 29,939
- Comments: 7,071
- Shares: 9,383

The Facebook Relevance Score for Wellpark content was 9.2 versus the all Facebook benchmark of 6.5.

YOUTUBE delivered another 390,841 video views with a further 21,000 earned views and 8 different videos reached at least 20,000 views. Plus 982 likes and 836 shares.

TWITTER added 81,484 video views and 158,311 interactions with an engagement rate of 15.8%





James Hair JamieOrr Ur the wee red guy haha

Like · Reply · 1 · May 25, 2015 at 12:52pm



Jamie Orr Verry funny

Like · Reply · 2 · May 25, 2015 at 1:02pm



Andrew Roy Ryan Brown your the worst for that lol

Like · Reply · 1 · May 25, 2015 at 12:39pm



Zak Smith Chloé Moore omg this!! 😞😞😞

Like · Reply · 1 · May 25, 2015 at 2:24pm



Euan Morrice Todd Smith remind u of anyone mate??? James Wheldon Sean MacPherson Daniel Simpson

Like · Reply · 3 · May 25, 2015 at 12:45pm



William Dooley Lewis Mitchell haha Kieran Melling

Like · Reply · 3 · May 25, 2015 at 1:31pm



Scott McGill Another cracker 😄

Like · Reply · May 25, 2015 at 11:07pm



Moira Sneddon Ha, ha!!

Like · Reply · May 26, 2015 at 6:31pm



Adam Russell Seen it this morning

Like · Reply · May 26, 2015 at 7:15pm



Danny Howells Amazing

Like · Reply · May 26, 2015 at 9:02pm



David McCulloch Mobile comedy sponsored by Tennents lol

Like · Reply · May 30, 2015 at 5:09pm



Calum Hawkins I have to admit these are good 😊

Like · Reply · May 26, 2015 at 5:30pm



Nathan Ewing This is what I was talking about

Like · Reply · May 27, 2015 at 12:26am

heraldscotland

The Herald **sundayherald**



Glasgow 4.7°C

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Tennents release new Wellpark FIFA episode



Tennents release new Wellpark FIFA episode

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**High Achieving
QOF Practice**

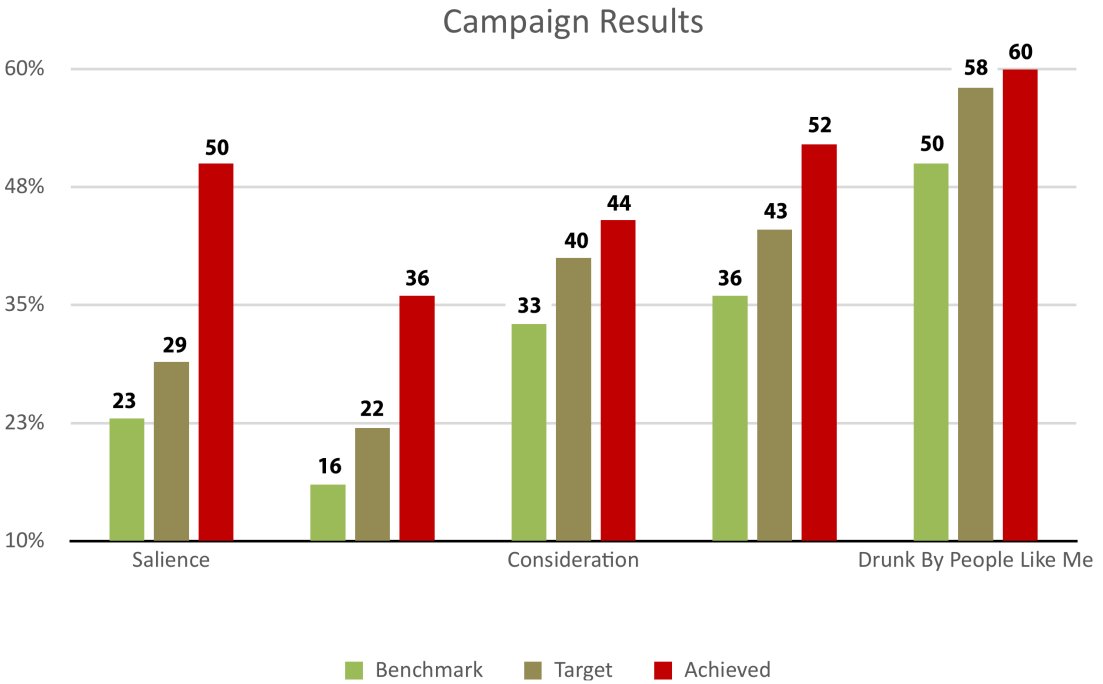
**Current List Size is
6,600 Patients**

We use EMIS & DOCMAN

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With no other advertising running across the period, the campaign results for a well-established brand were truly astonishing. Amongst those aware of the campaign, every target was exceeded with Salience and Buzz both more than doubling pre-campaign levels:



The Claimed last 7 days consumption equates to **400,000 MORE PINTS OF TENNENT'S ANNUALLY** - genuine business growth from a content media strategy. Amazingly spontaneous 'Any Advertising' Awareness actually dropped from 33% to 24%. A moment of concern? The Wellpark campaign managed to do what many campaigns can only dream of, it engaged with the core audience and significantly changed their connection with Tennent's without them actually realising they were being advertised to.

To watch the Wellpark videos go to https://youtu.be/jPNQBO_4HFQ?list=PLuckcDFzA9N4c_XWiDce-Xpx_c-SWD3s2



#Wellpark

in association with

REPUBLIC
OF MEDIA



VISIT
WELLPARK

A fictional town designed to sell you beer

Always Open For Business*

*Apart from Sundays, Wednesday afternoons and every second Tuesday. Oh, and sometimes Mondays.

tennents.com/wellpark